

## CLAIM AMENDMENTS

Please **AMEND** the Claims as follows:

1.    **(ORIGINAL)** A method comprising:  
  
          receiving order information based on an order of a customer; and  
  
          determining an offer for the customer based on:  
  
                    the order information and  
  
                    at least one of  
  
                            a genetic program and  
  
                            a genetic algorithm.
  
2.    **(ORIGINAL)** The method of claim 1, further comprising:  
  
          determining an order price based on the order information,  
  
and in which determining an offer comprises:  
  
          determining an offer for the customer based on  
  
                    the order price, and  
  
                    at least one of  
  
                            a genetic program and  
  
                            a genetic algorithm.

3. **(ORIGINAL)** The method of claim 2, in which determining an offer comprises:

determining an offer for the customer based on

a round-up amount, and

at least one of

a genetic program and

a genetic algorithm.

4. **(ORIGINAL)** A method comprising:

receiving order information based on an order of a customer;

determining an offer for the customer based on:

the order information, and

historical offer criteria; and

generating offer criteria for a subsequent offer based on potential upsell items.

5. **(ORIGINAL)** A method comprising:
- generating a base set of rules based on historical order information;
- creating new rules based on
- the base set of rules and
- additional historical information; and
- optimizing the new rules based on experience from orders.
6. **(ORIGINAL)** (originally numbered '5') A device, comprising:
- a processor; and
- a storage device coupled to the processor and storing instructions adapted to be executed by said processor to perform the method of claim 1.
7. **(CURRENTLY AMENDED)** (originally numbered '6') A medium storing instructions adapted to be executed by a processor to perform the method of claim 1.

8. **(ORIGINAL)** (originally numbered '7') A computer-readable medium that stores data accessible by a program executable on a data processing system, the data being organized according to a data structure that includes:

a plurality of modifiable rules defining offers to provide during a transaction.

9. **(NEW)** The method of claim 1, further comprising:

determining a transaction total based on the order information; and  
calculating a difference between the transaction total and a next-highest dollar amount greater than the transaction total.

10. (NEW) The method of claim 9, in which determining an offer for the customer based on the order information and at least one of a genetic program and a genetic algorithm comprises:

determining an offer for the customer based on:

the difference and

at least one of

a genetic program and

a genetic algorithm.

11. (NEW) The method of claim 10, further comprising:
- determining an amount of sales tax associated with the transaction;
  - and in which determining an offer for the customer based on the order information and at least one of a genetic program and a genetic algorithm comprises:
    - determining an offer for the customer based on:
      - the difference,
      - the amount of sales tax, and
      - at least one of
        - a genetic program and
        - a genetic algorithm.
12. (NEW) The method of claim 1, further comprising:
- displaying the offer on a display.

13. (NEW) The method of claim 1, further comprising:
- determining a transaction total based on the order information;
  - providing the offer to the customer;
  - receiving an indication of acceptance of the offer;
  - generating new order information representing at least one additional product being added to the order information; and
  - determining a new transaction total based on the new order information.
14. (NEW) The method of claim 1, in which determining an offer comprises determining an offer for the customer based on:
- the order information,
  - at least one of a genetic program and a genetic algorithm, and
  - historical offer criteria.